

Successful conclusion of inaugural reVIEW Autumn.Winter 24/25

New date, fresh concept, new venue: in its revamped format, the first-ever reVIEW Autumn.Winter 24/25, held on September 13th and 14th, 2023, has concluded successfully. Featuring over 300 suppliers in the Fabrics, Design Studios, Additional, and Denim & Sportswear sectors, it provided a professional working atmosphere and numerous focused networking opportunities, serving as a pivotal platform for timely orders. Sustainability and pricing remain the predominant topics of discussion.

Munich, 14 September 2023. The VIEW Autumn.Winter 24/25, organized by MUNICH FABRIC START, came to a successful close on Thursday at its new venue – the architecturally impressive Motorworld. The event which took place on September 13th and 14th was fully booked, featuring a selection of over 300 suppliers for Autumn and Winter 2024/25. reVIEW is divided into four distinct areas: the **Fabrics** section, which focuses on a variety of fabrics and the latest material developments; the **Design Studios**, showcasing current print and pattern innovations; the **Additional** section, displaying ingredient segment highlights; and **Denim & Sportswear**, rounding off the offering with denim and cotton fabrics.

“We were delighted to welcome visitors from a vast variety of relevant brands, including Bogner, Cambio, Drykorn, Escada, Hugo Boss, Marc Cain, More & More, Oui, Riani, Schumacher, s.Oliver and Strellson, to reVIEW. The dual function of our new format, serving both as a platform and for reordering and for rapid collection development at a later stage, appears to resonate well in the market. At the same time, we acknowledge the diverse range of perspectives and opinions regarding the optimal event dates in summer. In the coming weeks, we will carefully listen to and thoroughly evaluate these viewpoints. Our objective is to decide the future scheduling based on this feedback that aligns with the needs of the majority.”

Sebastian Klinder, Managing Director MUNICH FABRIC START

It was noticeable that the reVIEW event was widely used for specific and pre-arranged negotiations. Content-wise, discussions at the stands in September frequently revolved around pricing. While exclusive fabric qualities and unique or high-end blends could, in some cases, command higher prices, the market for basics and simpler fabrics fluctuated between price-conscious and price-aggressive. The equation of premium labels buying expensive fabrics while lower-priced brands purchasing affordable fabrics is increasingly breaking down. Sustainability, in all its aspects, was a pivotal topic in all conversations, important for all exhibitors and buyers alike.

With four dates spread throughout the year, MUNICH FABRIC START Exhibitions GmbH consistently caters to the industry's demands. The next two dates are already confirmed: in ten weeks, the preVIEW

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event will take place on November 28th and 29th, 2023, again in the Motorworld, offering first inspirations and initial ordering opportunities for the Spring/Summer collections 2025. Following that, the industry will convene in Munich from January 23rd to 25th, 2024, for MUNICH FABRIC START and BLUEZONE in the MOC as well as in the Zenith Area in Munich.

To align future summer dates for the individual formats with the needs of all stakeholders, the event organizers are now conducting a detailed analysis of insights from the last two events, particularly the MFS in July 2023 and the recently concluded reVIEW. The goal is to determine optimal dates and conditions for future events based on these insights. Intensive dialogue with exhibitors and visitor companies remains at the core of this effort, ensuring that the trade show system continues to align effectively with current market requirements and provides the fashion industry with an efficient platform.

NEXT SHOW DATES:

preVIEW Spring/Summer 25
28 – 29 November 2023

MUNICH FABRIC START
23 – 25 January 2024

BLUEZONE & KEYHOUSE
23 – 24 January 2024

VOICES ON reVIEW

“The September date is crucial for our collection development to avoid extended gaps between events. We’ve been coming here regularly for years and can always rely on the quality – from exhibitors to catering, and the new location is just super cool.”

Jan Zoet, Head of Design Man – Bogner

“The VIEW is an essential platform with magnetic appeal for us because everyone gathers here. Our key customers were present, including Bogner, Brax, Cambio, Cinque, Comma Fashion, Luisa Cerano, Mac, Marc Cain, Marc O’Polo, Riani, and We. The new location is cool, creating a fantastic atmosphere, and the evening get-together was a big success. It allows us to connect with visitors and suppliers on a different level. We’re looking forward to the preVIEW in November.”

Oliver Schnitzler, Owner – Loomseven

“The organization of the VIEW was fantastic as usual – from the great venue and well-curated portfolio to the excellent lunch catering and evening get-together. As this was the first reVIEW, we and our customers saw it as a test run. Nonetheless, key accounts, such as Alberto, Mac, and Herrlicher, as well as international customers like Gabba from Denmark, were in attendance. We believe the November date will be well-received and look forward to it. Our plan is to significantly expand our booth and showcase an even broader range of offerings.”

Thomas Buschjost, CEO – Fashion & Friends

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“Qualitatively speaking, the reVIEW exceeded our expectations; people are satisfied, the new location is fantastic, and overall, it's a great event. Bringing together customers from the upper-middle segment in one place, from Brax to Cinque, Dorothee Schumacher, Marc Cain, Marc O'Polo, to Peek & Cloppenburg, is no small feat. Whether this timing is ideal will become evident in the future. What's certain is that the industry should convene both, in June/July and now.”

Thomas Nick Müller, Owner – Textilagentur Max Müller

“We have years of experience in the industry. When you attend an event that aligns with your philosophy and expectations, it's a highly positive experience. It's unrealistic to expect trade shows to cater to your needs at all times, but it's essential to find your place at different times. That's what we experienced at the VIEW. Customers came eagerly, and we worked from morning till evening; the day was a complete success. The fair is more focused on women's fashion, which accounts for 50 percent of the market. Therefore, it's the perfect timing. I strongly advocate for a repeat.”

Christopher Horatz, Olimpias

“From our perspective, MUNICH FABRIC START and VIEW deserve the award for the best-organized trade shows in Europe. Here, the offerings, conditions, and all-around services align perfectly: everything is meticulously prepared, allowing us to focus on our work. All of this happens in a very pleasant atmosphere and a fantastic location. During the evening get-together, we sat at a table with international guests from Denmark, Italy, France, and Germany – ideal for networking, as these connections are incredibly valuable.”

Charlotte Bøgegren, CEO – We Nordic Label Studio

“I am genuinely satisfied with the new venue – in terms of infrastructure, parking, space, and lighting. While we couldn't welcome as many customers, those who were there were fantastic. I believe the September date is essential for presenting new developments, so it's necessary to give this a chance.”

José Carlos Ortigão, Area Sales Manager – Riopele

“The first day at the fair was well-attended; we had a lot of activity, and some of our key customers from Germany visited us. The second day was somewhat quieter, but overall, due to the change in dates, we had lower expectations and are satisfied with how it went.”

Lorenzo Matassini, Designer – SMI Tessuti

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preVIEW PREMIUM SELECTION – Spring.Summer 25

OPENING HOURS

Tuesday, 28 November 2023, 9.30am – 6.30pm
Wednesday, 29 November 2023, 9.30am – 5.00pm

LOCATION

DAMPFDOM MOTORWORLD MUNICH
Am Ausbesserungswerk 8
80939 Munich

www.viewmunich.com | www.munichfabricstart.com | www.bluezone.show